NIT′s Business Model and Marketing Strategy in ITU CoE Project

Dr Sylwester Laskowski

Head of the Education Department in the
National Institute of Telecommunications (NIT), Warsaw, Poland

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NITs ITU CoE priority areas in 2019-2022 cycle

1. Internet Governance

2. Wireless & Fixed Broadband

Short info about NIT

The National Institute of Telecommunications (Instytut Łączności) is a scientific & research institution operating in the area of telecommunications and information technology. It conducts works in the scope of development of the state telecommunications network, normalization and standardization of telecommunication systems and devices.

The Institute employs nearly 250 persons in its three centers in Poland: in Warsaw, Wrocław and Gdańsk.

NIT have the status of **State Research Institute (Państwowy Instytut Badawczy).**

Short history of NIT

History of the Institute dates back to 1934 when professor Janusz Groszkowski established the State Institute of Telecommunications.

In 1951 the State Institute of Telecommunications was divided into the Industrial Institute of Telecommunications and the **National Institute of Telecommunications** (Instytut Łączności).

NIT today

NIT is a leading, independent, national research & development institution specializing in telecommunications and information technology.

NIT serves purposes of the development of information society and knowledge-based economy.

NIT provides a scientific, research and technical support to any institutions of the state.

NIT performs works used in practice by entities operating in the market.

NIT also offer educational services such as trainings, workshops and seminars.

Today Institute is divided into the following organizational units:

- R&D Departments
- Laboratories
- Sections

NIT R&D Departments

1. Equipment and Systems Testing Department (Z1)

2. ICT Market Analysis and Development Department (Z2)

3. Internet Technologies and Applications Department (Z-3)

4. Advanced Information Technologies Departmet (Z-6)

5. Wireless Systems and Networks Department (Z-8)

6. Electronic Communications Technologies Applications and Power Systems Departmet (Z-10)

7. Central Chamber for Telecommunications Measurement (Z-12)

8. Electromagnetic Compatibility Department (Z-21)

NIT Laboratories

NIT Laboratories accredited by **Polish Centre for Accreditation**:

- Testing Laboratories:

    1. **Telecommunications Equipment Testing Laboratory**

    2. **EMC Testing Laboratory**

- Calibrating Laboratories:

    1. **Laboratory of Electrical, Electronic & Optoelectronic Metrology**

    2. **Laboratory of EMC Measuring Apparatus**

- Proficiency testing:

    1. **Unit for interlaboratory comparisons**

NIT Sections

1. Board of Directors Office

2. Administration Section

3. Scientific Information and Promotion Department

4. IT Section

5. Accounting Section

6. Project Development and Coordination Department

7. Human Resources Section

8. **Education Department**

9. Supplies Section

10. Analysis and Budget Section

Education Department

1. Technical and business trainings

2. Face-to-face and e-learning courses

3. More than 200 courses in offer

4. **Participation in ITU CoE Project from 2003**

   - **21 courses realised** (12 during last 4 years, 5 in 2018)

   - **More than 650 participants** (538 during last 4 years, 392 in 2018)

   - **Participants from about 100 countries around the world**
     (92 during last 4 years)

NIT's business model and marketing strategy in ITU CoE Project

1. Business model

   1. Organizing face-to-face workshop in Poland
      (regardless of the numer of participants and the final financial result)

   2. Recording the workshop (film and audio) and offering the same material as e-learning course

2. Marketing strategy

   • Starting promotion of the course about a month before it starts

   • Using the following tools:

      1. ITU Academy platform

      2. NIT web page

      3. Email marketing

      4. Social media

Thank you for your attention!